

# CARLSBADCONNECTED



## News You Can Use About **Carlsbad Village**

**Carlsbad Village is the historic heart of the City**, home to charming boutiques, popular restaurants and a growing residential community. Its enviable seaside location and proximity to mass transit make the Village one of the most desirable redevelopment areas in the region.

*Carlsbad Connected*  
is produced by the  
City of Carlsbad to  
update residents about  
nearby City projects  
and promote the  
connection of  
community, place  
and spirit.

For general City  
information, go to  
[www.carlsbadca.gov](http://www.carlsbadca.gov)  
or call 760-434-2820.



*This rendering represents the Village's character for the future redevelopment of State Street.*

The Village offers both visitors and residents a charming and friendly ambience for shopping and entertaining. A variety of new heart-healthy revitalization projects are under way to help this core neighborhood continue to evolve into a bright jewel of the North County coast, renown as a walkable community that attracts residents and visitors.

Aided by input from existing businesses and residents, four separate initiatives are currently guiding the Village revitalization effort. Two of the initiatives focus on creating an aesthetically exciting neighborhood for residents, while providing additional retail space to attract desired business. The third aims to attract residents, visitors and businesses, and the fourth seek to keep the Village a safe and secure environment for all.

CARLSBAD: **Connecting Community, Place and Spirit**



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## 1. Creating an Exciting Identity:

The Village Redevelopment Master Plan and Design Manual lays out goals and objectives to create “a distinct visual identity that makes it unique and a memorable place.” It includes changing development standards and design standards that could stimulate redevelopment and growth. This subject has been the topic of numerous public meetings and information sessions.

## 2. Ensuring a Clean Cityscape:

The Public Works Department’s annual operating plan includes specific street, sidewalk and landscaping repairs and ongoing maintenance that will keep public areas clean and attractive.

## 3. Developing a Blueprint for Economic Vitality:

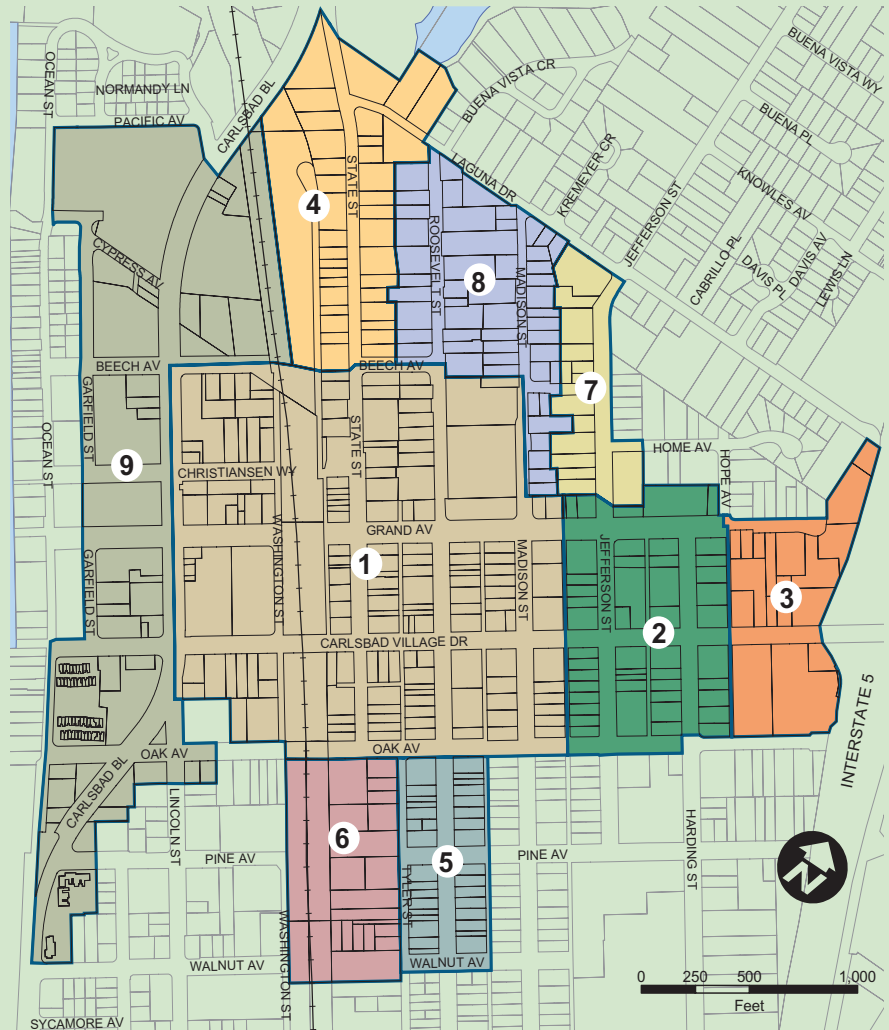
The Village Area Business Development and Marketing Plan was commissioned by the City, implemented by the Redevelopment Agency and prepared by an outside consulting firm, renown for its work in downtown areas, CLUE Group (Community Land Use and Economics). The plan offers a business strategy that encourages neighborhood-serving commercial, arts, culture and entertainment and specialty retail, which will support efforts to enhance the Village neighborhoods.

## 4. Offering a Safe Environment:

The Carlsbad Police Department has developed a plan to ensure the safety of their patrons and the comfort of downtown residents and businesses. A new entertainment ordinance sets guidelines for noise and crowd control.

## Village Redevelopment Districts

*The Village Redevelopment Area is divided into nine land use districts that are identified on the map below.*



### What Each District Supports:

*District 1: Carlsbad Village Center*

*District 2: Office*

*District 3: Freeway Commercial*

*District 4: Residential*

*District 5: Hispanic Mixed Use*

*District 6: Service Commercial*

*District 7: Office*

*District 8: Residential*

*District 9: Tourism*

## Identity: Updating the Design Manual

One of five specific goals of the Village Redevelopment Master Plan seeks to “stimulate property improvements and new development in the Village.” The first objective focuses on establishing development standards that “recognize the unique small-lot conditions within the Village.”

The Carlsbad Housing and Redevelopment Department held public hearings and information sessions in early 2007 that set out several important proposed changes aimed at making development more financially viable. They include:

- ◆ Continuing to allow building height limits from 35 to 45 feet in some portions of the Village but eliminating a requirement for a pitched roof. This would allow some buildings to accommodate a fourth story, while helping with more creative design of buildings.
- ◆ Increasing allowable residential density to a maximum of 45 dwelling units per acre from the current 23 in Districts 1-4.
- ◆ Changing how parking requirements are calculated, and giving credits or reductions for transit-oriented development.

These changes will allow development that is more financially feasible while also encouraging desired uses such as mixed use (residential and retail or office) and new residential products, such as town homes and condominiums. Increased residential development will draw more people to the Village and boost revenues for downtown businesses, encouraging more retail and increasing the number of visitors. Increased space for new retail uses will revitalize the Village and enhance the business climate.



*The Carlsbad Transit Station won an Orchid Award from the San Diego Architectural Foundation for its beautiful design. It is a critical component of redevelopment in the Village.*

## Cityscape: Keeping the Neighborhood Beautiful

The City has developed a regular schedule to maintain and enhance the cleanliness and attractiveness of the Village. The activities comprise daily, weekly, biweekly, monthly and ongoing activities. These steps range from tree maintenance to power washing sidewalks to roadway maintenance and a host of other efforts.

## Economic Vitality: A Village Marketing Plan

The Village Business Development and Marketing Plan offers three recommended strategies:

- ◆ Strengthen the Village role as a neighborhood-serving commercial center that provides basic goods and services to the people who live and work in and near the Village.
- ◆ Make the Village a vibrant arts, cultural and entertainment district.
- ◆ Cultivate several clusters of specialty businesses in the Village that offer products and services unique within the community and region, building on existing antique and restaurant clusters.





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## CARLSBAD VILLAGE BY THE NUMBERS

**1,700**

full-time  
equivalent jobs

**11,300**

visitors daily

**33%**

of visitors are from  
out of town

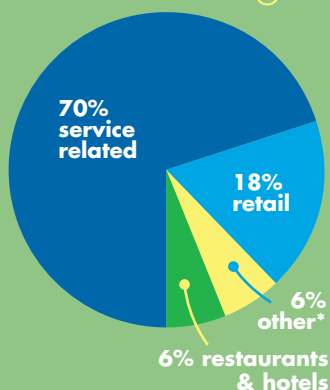
**42%**

of downtown  
workers live  
outside the city

**6.5%**

of Carlsbad's total  
taxable retail sales

## Businesses in the Village



Carlsbad Village has  
465 total commercial  
businesses.

\*Other businesses include  
general business, medical  
and vacation rentals.

These strategies will take hold through a series of activities pursued by all Village stakeholders, including the City, landowners, businesses and residents. They range from new guidelines for businesses to enhance storefronts, incorporating more entertainment, strengthening synergy between businesses and enhancing arts and cultural activities.

The marketing plan estimates that Village business enhancements could generate more than \$28 million in sales revenue annually from entertainment-related businesses alone, mostly restaurants.



*This proposed design will provide six condominium units (above) and approximately 1,875 square feet of commercial/retail space. It will be located on State Street between Carlsbad Village Drive and Oak Avenue.*

## A Safe Village Environment

Although Carlsbad is one of the safest cities in San Diego County, the City Council still strives to make sure that crime enforcement in the Village remains a top priority.

The City Council added four officers and one additional fire inspector to patrol the Village on Friday and Saturday nights. Carlsbad also contracted with a private company to transport arrestees to the Vista jail during the weekend. Police officers can now stay on patrol instead of leaving to transport to the jail. With the additional personnel, regular sweeps will help control alcohol-related problems and monitor overcrowding at bar-related establishments.

Additionally, an entertainment ordinance is under consideration. This ordinance would assist police in monitoring and enforcing violations such as noise and overcrowding at entertainment-related businesses including those that feature dancing and music.

Another strategy to keep patrons safe is to ensure that Village businesses are operating with proper permits. By enforcing the appropriate land use ordinances, noise and other impacts associated with overcrowding restaurants can be controlled.